

## ORDER



**Orders**  
**Order / Rev:** 707328  
**Alt Order #:** 06284171  
**Product Desc:** ANDREI FOR CONGRESS  
**Estimate:** 1622  
**Flight Dates:** 08/17/12 - 08/23/12  
**Original Date / Rev:** 08/16/12 / 08/16/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Cherny for State Treasurer  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/13/12	08/19/12	4	\$3,300.00	\$2,805.00
08/20/12	08/26/12	9	\$3,725.00	\$3,166.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	13	\$7,025.00	\$5,971.25	0.00
<b>Totals</b>	<b>13</b>	<b>\$7,025.00</b>	<b>\$5,971.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/20/12	08/23/12	M-F 5-530a 12 News Today	CM	5-530a	MTWT---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
12 NEWS TODAY ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWT---					1	\$150.00		0.00			
E 2	KPNX	08/20/12	08/23/12	M-F 5-530p 12 NEWS AT 5PM	CM	5-530p	MTWT---	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWT---					2	\$450.00		0.00			
E 3	KPNX	08/20/12	08/23/12	M-F 530-6a 12 NEWS TODAY	CM	530-6a	MTWT---	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWT---					1	\$175.00		0.00			
E 4	KPNX	08/20/12	08/23/12	M-F 6-630p 12 NEWS AT 6PM	CM	6-630p	MTWT---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWT---					2	\$600.00		0.00			
E 5	KPNX	08/20/12	08/23/12	M-F 6-7a 12 NEWS AT 6AM	CM	6-7a	MTWT---	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWT---					1	\$400.00		0.00			

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Advertiser: Cherny for State Treasurer  
 Product Desc: ANDREI FOR CONGRESS  
 Estimate: 1622

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KPNX	08/20/12	08/23/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWT---	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWT---			2			\$450.00		0.00			
E 7	KPNX	08/17/12	08/17/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	----F--	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
12 NEWS AT 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/17/12	08/23/12	----F--			2			\$1,300.00		0.00			
E 8	KPNX	08/18/12	08/18/12	Chris Matthews Chris Matthews	CM	Various	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-			1			\$400.00		0.00			
E 9	KPNX	08/19/12	08/19/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
12 NEWS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S			1			\$300.00		0.00			
*Tax 1 Note: Tax 0.5%.													Totals	13	\$7,025.00

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